Jock Busser

National Sales Manager

As National Sales Manager, Jock Busser oversees the wholesale market for Chateau Montelena. He works in close liaison with VINTUS to establish direct connections with distributors and trade partners. In his role, Jock creates thoughtful strategy, bringing Chateau Montelena to restaurant, retail and hotel accounts nationwide.

After spending his early career in technology and research, Jock decided to pursue his fundamental passion for wine. He attributes this appreciation to his grandfather, who gifted him the first bottle for his collection at fourteen. Jock ultimately found his niche within the industry, having refined two decades of experience into a personal narrative.

Jock's work is focused on people. He spends the majority of his time traveling, providing guidance and support to the network of distributors that represent Montelena. From the Decade Re-Release program, to select restaurant partnerships, Jock drives each initiative forward with a deep understanding of the establishment he represents. He works to guarantee that each relationship and project reflect the ethos of the winery, the stories of the Barrett family, and the classic wines that have remained true to Montelena since its origin.

For Jock, working for Chateau Montelena is more of a homecoming: "It has always been a special place to me. As the first Californian wine I put into my cellar, to the reason I joined VINTUS—when I can make it personal for others, it's far more valuable."